2008-2009
Developing Web Sites for Community Growth
Guidelines

Overview

The Developing Web Sites for Community Growth project will provide assistance to Nebraska communities in developing Web sites which effectively market communities to prospective new residents and businesses as well as providing information for current residents.   The project will provide hands on assistance to 10 communities, accessibility testing of Web sites, and marketing assistance. This project will **not** include any Web site coding or development. The project is strictly focused on content development, Web site enhancements, and marketing. At the end of the process the community will have fully developed all content for the Web site and will be able to pass that on to their Web developer of choice.

If a community is not selected for hands on assistance, the detailed manual will be available for all Nebraska communities. The manual will guide the community through the process and will include a Web site content development checklist and walkthrough process, best practices, project planning, marketing resources, Web 2.0 enhancements, and much more. Project partners include the Department of Economic Development, University of Nebraska Extension, the Nebraska Public Power District, AIM Institute, and the NITC Community Council.

Application Deadline and Process

Communities wishing to participate in the program must return a completed application form to Anne Byers, Community Information Technology Manager, Nebraska Information Technology Commission, by 5:00 PM CT, August 22, 2008.   Applications do not need to be prepared in a particular font, type size, etc. as long as they are readable. Applications should be e-mailed to anne.byers@nebraska.gov.   Participants will be announced in September 2008.

Selection Criteria

Communities will be chosen by a selection team including representatives of the Department of Economic Development, University of Nebraska Extension, Nebraska Public Power District, AIM Institute, and the NITC Community Council. The selection criteria will include:

- ♦ Readiness of the community;
- ♦ Commitment and involvement of the community;
- ♦ History of cooperation and success in community and economic development efforts;
- ♦ Commitment from community partners to create a single community Web portal. (Note: Individual community organizations can and should have individual Web sites.   One site, however, should be designated as the community Web portal.)

Geographic dispersion of participants may be considered. Special consideration may also be given to BECA applicants proposing the development of a community Web site.

In order to ensure local government commitment and to publicize local participation in the program, it is recommended that the local governments of communities selected pass a resolution endorsing the project before training is conducted.

2008 Project Dates and Schedule

Date	Activity
August/September	Awareness Seminars
August 22	Applications due
September	Communities selected
October-November	Community Training
January-April	Marketing Webinars

For more information

For more information, contact:

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